



Uva Wellassa University
Faculty of Science and Technology



Degree of Bachelor of Technology in Science and Technology

FOURTH YEAR FIRST SEMESTER EXAMINATION – FEBRUARY/MARCH 2012

EMG 445 -1 Product Development and Marketing

Instructions to candidates:

Index No:

No. of pages : Two (02) pages
No. of questions : Three (03) Essay
Time : One (01) Hour

Answer only Two (02) questions including question no: one (01)

1.

- i) Discuss the main steps which are involved in product development process.
(20 marks)
- ii)
 - a) Briefly explain the Importance of market segmentation.
(10 marks)
 - b) Briefly explain two (02) types of market segmentation techniques.
(10 marks)
 - c) What are the criteria to be used to assess the effectiveness of a market segment?
(10 marks)
 - d) Briefly explain the role of the value proposition in developing the positioning strategy for a product.
(10 marks)

2.

i) Define the term "Product" and elaborate the components of a product.

(15 marks)

ii) "Generally, a product passes through few stages in its life cycle and product life cycle explains the different patterns of marketing mix variables over the life cycle stages". Explain this statement.

(25 marks)

3.

i) Briefly explain the following terms.

(15 marks)

a) Customer perceived value

b) Customer life time value

c) Customer equity

ii) "Building relationships with customers is not sufficient to have an effective marketing strategy". To which extent do you agree with this statement? Justify your answer.

(25 marks)